



Weekly Information & Communication



March 2, 2015

Local Agency Conference Call

We are having our bi-monthly local agency conference call this Thursday, March 5th at 9:00 am. See the attached [agenda](#). Please have your dietitian on the call or someone who can share with them clarification about the topic of special formulas, food packages 3 and Medicaid coverage of nutritionals.

WIC Futures Study Group- RSVP

The next face-to-face WIC Futures Study Group meeting will be in Helena on April 1-2, 2015. Please view the [agenda](#) and email [Kate](#) if you plan to attend as an observer. We have a room large enough to accommodate 30-40 people and will be providing lunch, therefore we would like to get a rough count on how many plan to attend. Thank you!

Gold Lactation Conference

The webinar Gold Lactation Conference is coming in April. In addition to the regular conference schedule, there are two special sub-conferences items for additional credits. Even if you don't plan to attend there is a free keynote speaker session for which you can register. If you register and can't attend the live presentation, you can view the recording for a limited time. As a free registrant, you will not receive a certificate of attendance or be listed on forms for CERPs or CEUs. To receive 1 WIC CEU, you can submit the [WIC CEU Post – Article, Webinar and Teleconference Request](#).

The speaker is Kathleen Kendall-Tackett, PhD, IBCLC, FAPA, and her presentation will be **Breastfeeding Helps Mothers Overcome the Legacy of Abuse and Adversity: It Makes All the Difference**. She has presented in the past at the Family and Community Health Bureau's Spring Conference. [Registration](#) is open and the [agenda](#) is available.

Silk Soy Package Change

The refrigerated half-gallon of Silk Original Flavor Soy Beverage changed its packaging and UPC. View a [picture](#) of the new label. This product has not changed their formula and is still WIC-approved but some stores are not allowing it due to the recent changes. If you get a call from a retailer, please assure them the product is still WIC-approved. If participants say they were not allowed to purchase the product, have your agency's LARC call the retailer and explain WIC participants may still purchase this product.

Outreach Idea for March

Invite a friend to WIC! When participants come to an appointment during the month of March, have coupons ready to hand out to them with their name on them and ask them to give to a friend and tell them about WIC. If the friend brings the card into the clinic or if they mention that they were told about WIC and encouraged to make an appointment by them, the current WIC participant's information is placed in a drawing for a prize. See if this helps with increasing participation.



Help us keep the distribution list updated - send e-mail address changes, additions and deletions to the WIC State Office at 1-800-433-4298.

A copy of all newsletters can be found on the [WIC website](#)

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